



a New Day for Federal Service

RECRUITING WITH QR CODES



A vertical strip of an American flag is visible on the left side of the slide, showing the blue field with white stars and the red and white stripes.

AGENDA

- What are Quick Response (QR) codes?
- Market research
- QR code creation
- QR code examples
- Uses for recruitment

A vertical strip of an American flag is visible on the left side of the slide, showing the stars and stripes.

WHAT ARE QR CODES?

- Two-dimensional barcodes introduced in 1994
 - Cost effective and license-free
 - Offer instant information:
 - Text
 - Video
 - Website
 - Emails
 - MeCard/Vcard (Business Card)
 - Coupons

A close-up, vertical view of the American flag, showing the blue field with white stars and the red and white stripes. The flag is positioned on the left side of the slide.

MARKET RESEARCH

UNITED STATES OFFICE OF PERSONNEL MANAGEMENT

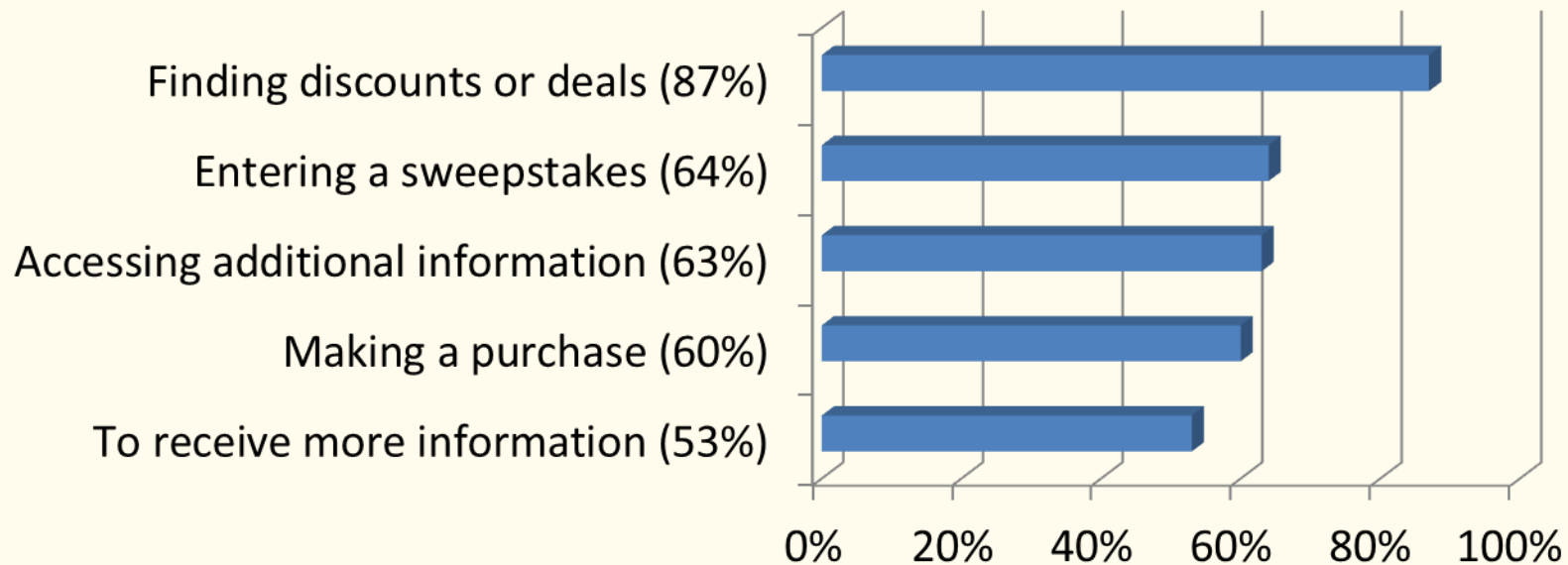
A vertical strip of the American flag is visible on the left side of the slide, showing the stars and stripes.

MARKET RESEARCH

- 32% of smartphone users have used a QR code, according to a 2011 survey by MGH
- 20 million Americans scanned a QR Code in October 2011, up 6 million in just 4 months, reports ComScore Data Mine

MARKET RESEARCH (CONT'D)

Top 5 motivators to scan a QR code (MGH 2011 Survey)



A close-up, vertical view of the American flag, showing the blue field with white stars and the red and white stripes. The flag is positioned on the left side of the slide.

QR CODE CREATION

UNITED STATES OFFICE OF PERSONNEL MANAGEMENT

A vertical strip on the left side of the slide shows a close-up of the American flag, focusing on the blue field with white stars and the red and white stripes.

QR CODE CREATION (CONT'D)

- Before creating a code, consider:
 - Who is your audience?
 - What is the purpose of the code?
 - Where will you place the code?

A vertical strip of an American flag is visible on the left side of the slide, showing the blue field with white stars and the red and white stripes.

QR CODE CREATION (CONT'D)

- Before creating a code, consider:
 - Is the QR code location mobile friendly?
 - Where are you sending the user?
 - Why should anyone scan the code?

A vertical strip of an American flag is visible on the left side of the slide, showing the blue field with white stars and the red and white stripes.

QR CODE CREATION (CONT'D)

- Select a QR code creator that meets your needs:
 - Basic code creation
 - Color code options
 - URL shortener
 - Modification options

A vertical strip of an American flag is visible on the left side of the slide, showing the stars and stripes.

QR CODE CREATION (CONT'D)

- QR Code creators:
 - There are hundreds if not thousands of QR Code creators/generators

To find one, search online for “QR Code Creator” or “QR Code Generator”.

QR CODE CREATION (CONT'D)

QR Code Creator Example

Select the data type required for your project.

1 Data

- ☒ URL
- ☐ SMS Message
- ☐ VCARD/MECard
- ☐ YouTube Video
- ☐ Email
- ☐ Phone Number
- ☐ Text

2 Content

URL:

http://

3

Color



4

Generate



Download PNG

QR CODE CREATION (CONT'D)

QR Code Creator Example

Insert the link to the location.

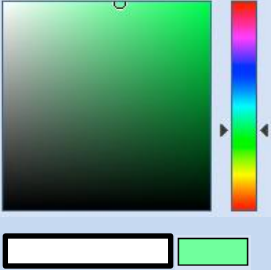
1 Data

- ☒ URL
- ☐ SMS Message
- ☐ VCARD/MECard
- ☐ YouTube Video
- ☐ Email
- ☐ Phone Number
- ☐ Text


2 Content

URL:

3 Color



4 [Generate](#)



[Download PNG](#)

QR CODE CREATION (CONT'D)

QR Code Creator Example

1 Data

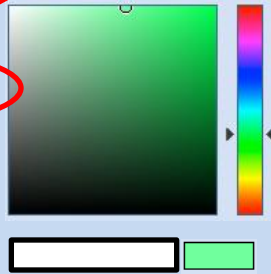
- ☒ URL
- ☐ SMS Message
- ☐ VCARD/MECard
- ☐ YouTube Video
- ☐ Email
- ☐ Phone Number
- ☐ Text

2 Content


URL:

3 Color

Select a color (if applicable).



4 Generate



Download PNG

QR CODE CREATION (CONT'D)

QR Code Creator Example

1 Data

- ☒ URL
- ☐ SMS Message
- ☐ VCARD/MECard
- ☐ YouTube Video
- ☐ Email
- ☐ Phone Number
- ☐ Text

2 Content

URL:

3 Color



Create the code.

4

Generate




Download PNG

A close-up, vertical view of the American flag, showing the blue field with white stars and the red and white stripes. The flag is positioned on the left side of the slide.

QR CODE EXAMPLES


QR CODE EXAMPLES (CONT'D)



AIRLINE BOARDING PASS	
	
PNR Record Locator	
JRQQLT	
PASSENGER NAME	
Joe Government	
FLIGHT	
1854	
DATE	
31-Jan	
DEPARTS	
7:30 AM	
FROM:	
Washington DC, DCA	
TO:	
Chicago, ORD	
SEAT	
08A	
Frequent Flyer Elite	
Show this boarding pass at the airport:	
<ul style="list-style-type: none">- At a Self Service station if checking baggage- At the TSA security checkpoint- When boarding your flight	
You are able to print a copy of this boarding pass if you forget your cell phone or delete the link by mistake.	

QR CODE EXAMPLES (CONT'D)





OUR TURN TO SERVE

SUPPORT OUR VETERANS


★ ★ ★ ★ ★ ★ ★ ★

TOGETHER WE CAN HELP

In honor of Veterans Day, Heinz is teaming up with the USO and Wounded Warrior Project™ to say "Thank You" to those who have served in our military. There are multiple ways to make a difference.

Send a Digital "Thank You"

"Like" us on Facebook






For every "Thank You" postcard sent to a veteran or active service member and for every "Like" we receive, Heinz will donate 57 cents* in support of Wounded Warrior Project™.

**It's our turn to serve.
We hope you'll join us.**

Get more involved

*Up to \$200,000

Share   

Digital "Thank You" | Get More Involved

[Contact Us](#) | [Privacy/Legal Policy](#) | [Find Us on Facebook](#)

© H.J. Heinz Company, L.P. 2011 All Rights Reserved.

www.heinz.com

QR CODE EXAMPLES (CONT'D)

- Information provided:
 - Time sent
 - Distance travelled
 - Confirmation of receipt

Croatian postage stamp recreation



QR CODE EXAMPLES (CONT'D)

AIDS.gov Branded QR Code



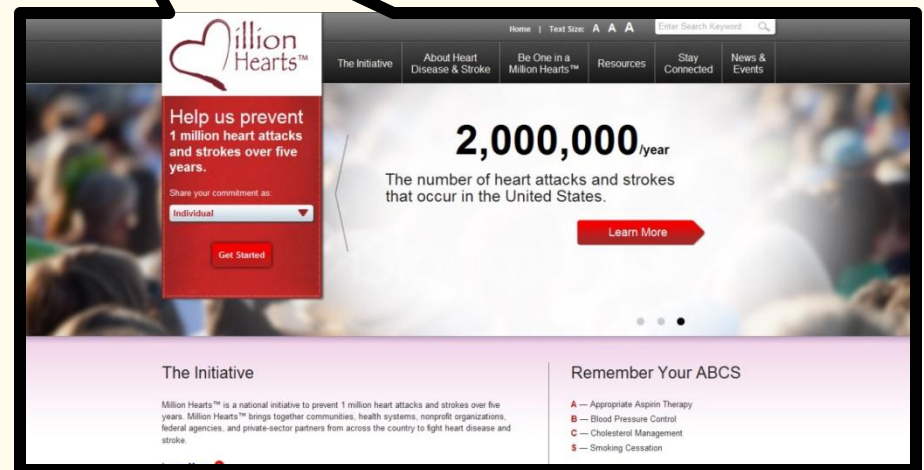
QR codes allow some flexibility for branding.



QR CODE EXAMPLES (CONT'D)

Access to the Million Hearts™ Home Page

QR code links to <http://millionhearts.hhs.gov/>



QR CODE EXAMPLES (CONT'D)



A vertical strip on the left side of the slide shows a portion of the United States flag, featuring white stars on a blue field and red and white stripes.

USES FOR RECRUITMENT

- Business Professionals
 - Business Cards
 - Emails
 - Presentations
- Advertising/Information
 - Internet
 - Websites
 - Social Media
 - Job Fairs
 - Advertising Banners
 - Tabletop advertisements
 - Flyers, signs, badges

BUSINESS PROFESSIONALS

USAJOBSRecruit

Your one-stop resource for effective
Federal recruiting in today's digital
employment marketplace.

Go To **USAJOBS**

(Front)



U.S. OFFICE OF PERSONNEL MANAGEMENT

www.opm.gov
www.usajobsrecruit.gov

Joe Government
HR Specialist
Recruitment Policy and Outreach
Office: 202-606-XXXX
joe.government@opm.gov

USAJOBSRecruit



Your one-stop resource for effective Federal recruiting in
today's digital employment marketplace.

(Back)



BUSINESS PROFESSIONALS (CONT'D)



U.S. OFFICE OF PERSONNEL MANAGEMENT

www.opm.gov

www.usajobsrecruit.gov

Joe Government

HR Specialist

Recruitment Policy and Outreach

Office: 202-606-XXXX

joe.government@opm.gov



EMAIL SIGNATURE BLOCK

V/R

Joe Government
Human Resources Specialist
Recruitment Policy and Outreach
202-606-XXXX



www.usajobsrecruit.gov



JOB FAIRS

UNITED STATES OFFICE OF PERSONNEL MANAGEMENT

JOB FAIRS



a New Day for Federal Service



Federal Careers

Navigating Federal Career Opportunities

- Learn about the many employment options in the Federal Government
- Get expert advice on **how to find and apply** for Federal jobs

Your career starts here:
USAJOBS
www.usajobs.gov

USAJOBS is the official job site of the United States Federal Government.



U.S. OFFICE OF PERSONNEL MANAGEMENT

Our mission is to Recruit, Retain and Promote a World-Class Workforce to Serve the American People

UNITED STATES OFFICE OF PERSONNEL MANAGEMENT

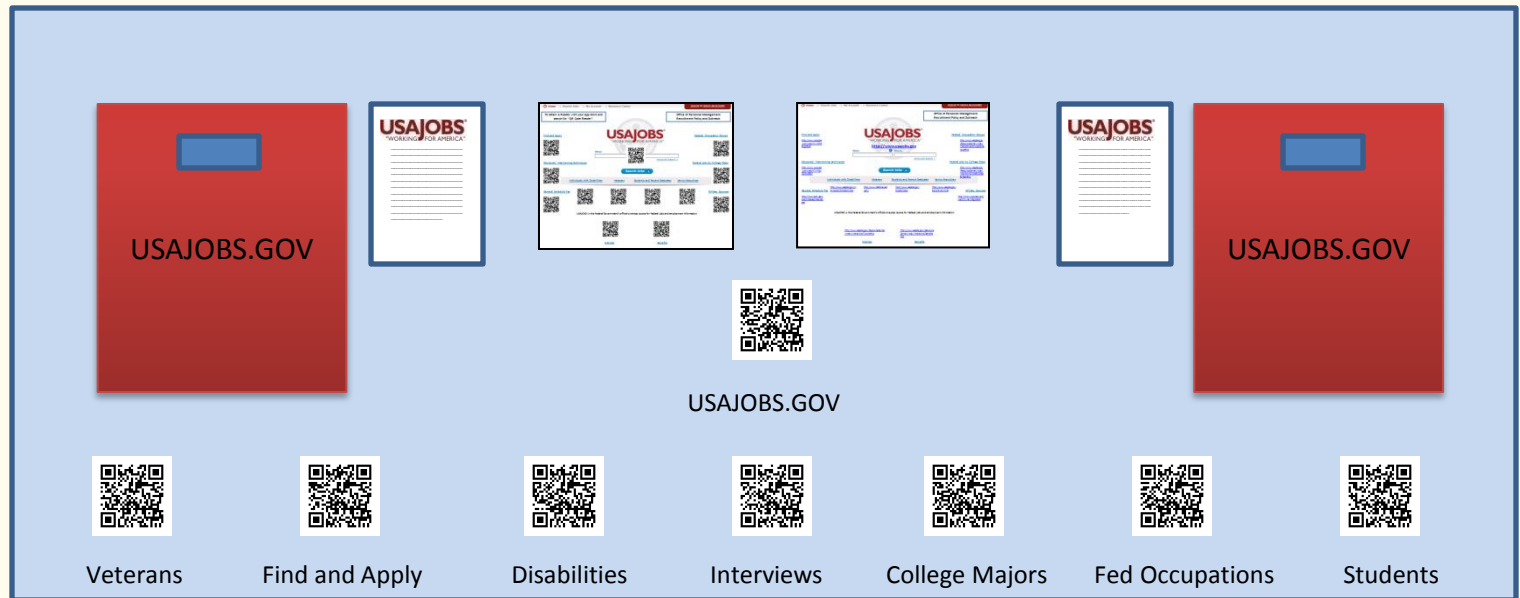
A vertical strip of an American flag is visible on the left side of the slide, showing the blue field with white stars and the red and white stripes.

JOB FAIRS (CONT'D)

- QR codes answer questions:
 - What does the Federal Government have for students, veterans, people with disabilities?
 - What is different about your agency?
 - What occupations exist in the Federal Government?
 - What are your current vacancies?

JOB FAIRS (CONT'D)

Recruiting/Outreach Table Top



FLYERS

[Home](#) [Search Jobs](#) [My Account](#) [Resource Center](#) [SIGN IN OR CREATE AN ACCOUNT](#)

To obtain a Reader, visit your app store and search for "QR Code Reader".

Office of Personnel Management
Recruitment Policy and Outreach

[Find and Apply](#)




What:

[Advanced Search >](#)



[Structured Interviewing techniques](#)


[Federal Occupation Groups](#)


[General Schedule Pay](#)










[Military Spouses](#)






[Search Jobs](#)

[Individuals with Disabilities](#) [Veterans](#) [Students and Recent Graduates](#) [Senior Executives](#)

[Tutorials](#)

[Benefits](#)

USAJOBS is the Federal Government's official one-stop source for Federal jobs and employment information

FLYERS (CONT'D)

[Home](#) [Search Jobs](#) [My Account](#) [Resource Center](#) [SIGN IN OR CREATE AN ACCOUNT](#)

**Office of Personnel Management
Recruitment Policy and Outreach**



USAJOBS[®]

"WORKING FOR AMERICA"

<http://www.usajobs.gov>

What: Where:

[Advanced Search >](#)

Search Jobs

[Find and Apply](#)
<http://www.youtube.com/watch?v=P0hESNg7EHE>

[Federal Occupation Groups](#)
<http://www.usajobs.gov/ResourceCenter/Index/Interactive/OccupationGroups#icc>

[Structured Interviewing techniques](#)
<http://www.youtube.com/watch?v=XQdQDDU66jM>

[Federal Jobs by College Major](#)
<http://www.usajobs.gov/ResourceCenter/Index/Interactive/JobsByCollegeMajor#icc>

[Individuals with Disabilities](#) [Veterans](#) [Students and Recent Graduates](#) [Senior Executives](#)

[General Schedule Pay](#)
<http://www.opm.gov/oca/11tables/indexGS.asp>

<http://www.usajobs.gov/IndividualsWithDisabilities>

<http://www.fedshirevets.gov/>

<http://www.usajobs.gov/v/StudentJobs/>

<http://www.usajobs.gov/v/SeniorExecutives>

[Military Spouses](#)
<http://www.youtube.com/watch?v=9LVX5g1IG0Q>

USAJOBS is the Federal Government's official one-stop source for Federal jobs and employment information

<http://www.usajobs.gov/ResourceCenter/Index/Interactive/Tutorial#icc>

<http://www.usajobs.gov/ResourceCenter/Index/Interactive/Benefits#icc>

[Tutorials](#) [Benefits](#)

A close-up, vertical view of the American flag, showing the blue field with white stars and the red and white stripes. The flag is positioned on the left side of the slide.

MODIFYING CODES

UNITED STATES OFFICE OF PERSONNEL MANAGEMENT

MODIFYING CODES



A vertical strip on the left side of the slide shows a close-up of the American flag, focusing on the blue field with white stars and the red and white stripes.

THINGS TO REMEMBER

- Provide incentive to scan your code
- Test and retest your code
- First impressions are lasting impressions
- Be creative

QUESTIONS

